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Automotive News

Detroit, June 1, 1981

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Stretched cab

Jim Piegue

Making the mini more maximum

Chevrolet has developed a crew-cab version of its new S-10 mini-pickup, caught in this unofficial photo. It is expected to reach the market some time after the introduction this fall of the 1982 Chevrolet S-10 and GMC mini pickups. Those trucks will offer 108-inch and 118-inch wheelbase models with a 1.9-liter four-cylinder engine and four-speed transmission as standard. A 2.8-liter V-6 and automatic will be option. A five-speed overdrive option will be added later in the model year.

Early returns favor J-car; some sticker shock noted

By Joseph Bohn
Marketing Editor

General Motors' J-cars were greeted by a generally strong public reception, but some dealers reported spotty sales and price resistance, attributed principally to a sluggish economy.

The new subcompacts—Chevrolet Cavalier, Pontiac J2000 and Cadillac Cimarron — went on sale May 21.

J-car sales in the Great Lakes and Eastern states, for example, where the auto market is flat, appeared to be weaker than in the Western and Southwestern areas, though even there the economy appears to be slowing.

Dealers are generally holding out for full sticker price, but in Detroit, some dealers have already begun discounting the new cars from $100 to $300.

Dealers and shoppers like the styling, quality and overall appeal of the J-cars, and there were reports of more import-owner shoppers, with a heavier mixture of women than ever before.

The only complaints were of price resistance in some cases and overall shortages of product which afflicted most dealers.

One Pontiac dealer, who asked to remain anonymous, thought GM was somewhat "arrogant in its pricing of the car." He felt GM's pricing generally was "showing up in Chrysler and Ford gaining momentum."

"We've got better products, but we're being out-merchandised," he said.

Added a Detroit-area Chevrolet dealer, "It's a nice car (Cavalier), but I wish it were a grand cheaper. People are looking for something cheap, no matter how well loaded it is."

Alex Poirier, sales manager for Bob Sellers Pontiac, Farmington Hills, Mich., said, "People love the car. They're very impressed with the quality," but added that his dealership, too, had encountered price resistance.

"I lost more deals on opening day than I wrote," he said. "People put deposits on the car, pending price announcements, then cancelled after they announced the prices." He had delivered two out of 10 J-cars and had orders for two more, as of mid-week.

• Jim Fresard Pontiac, Royal Oak, Mich., which sold nine of its 10 J-cars and had orders for 45 more, also encountered price resistance.

But Sales Manager Jim Waldron said he saved some of the early cancellations by pointing out to people these were '82 models and "they accepted this as an '82 price."

Waldron was encouraged by the speed at which his cars were moving out, based on discounts of $100 to $300 in some cases, and also the fact that not one had been back for a minor adjustment.

"To me, that incredible," he said. "Based on history, if something's wrong, they're back the next day. It's a pleasure to have had no complaints."

Price resistance even showed up a bit in Dallas, but came mainly from domestic-car owners "who are used to buying full-sized cars and don't understand the price" on J2000, observed Ray Hubbard, sales manager for Eagle Pontiac.

"People buying imports don't give us any static . . . Import buyers think it (J2000) is a bargain," Hubbard added.

He said he'd had three or four

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breaking news

Chrysler, AMC and VW in finance tieup

DETROIT. — Chrysler Financial Corp. will provide a "broad range of services related to automotive financing" for American Motors Financial Corp. and VW Credit, Inc. The Chrysler finance unit will make available automotive financing and insurance for the AMC and VW units through its home office and 100 branch offices. AMC and VW will fund and carry the receivables on their respective books. The new arrangement, due to be totally operational by the end of the year, will allow AMC, Renault, Jeep and VW dealers to have their own "in-house" finance sources. E. O. Grote, CFC president, said the company "is pleased" that it was "selected to provide the services for these two finance companies."

Benton succeeds Connors at Ford

DEARBORN. — William P. Benton has been named marketing vice president for Ford Motor Co., replacing Arthur B. Connors, who is retiring to become executive vice president of

See BREAKING NEWS, Page 8, Col. 1

White House lethargy alarms Air Act movers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Congress in general—and Michigan Rep. John Dingell in particular—are expressing concern about the speed and the way the Reagan Administration is going about its plans to change the Clean Air Act.

While meetings have been held with affected parties and more are to occur, there is no consensus and the Administration plan—set for the end of June—may come so late that Congress cannot complete its work before the act expires Sept. 30. What has been happening is that desultory oversight hearings in both House and Senate have been held with no input from the Administration or EPA.

The Senate Committee has now announced hearings on June 23 and 25 to deal with auto emission standards, ones which the industry wants eased. The National Commission on Air Quality recommendations—one of which is to relax carbon monoxide requirements—are all in place. So are the published desires of the industry to average emissions across the fleet—various "bubble" concepts.

Meanwhile, the Administration is considering some kinds of drastic overhauls — in opposition to statements from both Senate and House chairmen that the Act needs "fine tuning" but not major changes.

The Administration is considering a "two-car" strategy within the White House itself. Another group, headed by Interior Secretary James Watt, is addressing problems of the auto industry but so also is a group of deregulators headed by Vice President George Bush and so is yet another team within the Office of Management and Budget.

• All this confusion and delay has caused Dingell to complain that the White House is jeopardizing the Congressional schedule. Both stationary source industries as well as the auto industry, Dingell notes, have "serious time constraints placed on them which affect manufacturing and construction planning and costs and, of course, jobs."

He urges the Administration to make its proposals in early June, especially since new EPA head Ann Gorsuch has been confirmed. Dingell is also concerned about reports that the Administration's clean air pol-

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With pact to buy diesels, develop new car for 1986

Chrysler moves a big step nearer to Peugeot

By Edward Lapham
Financial Editor

Chrysler Corp. last week took another step toward securing its future by agreeing to purchase Peugeot diesel engines and jointly develop a compact car for 1986 for the French auto maker.

The companies called the agreement "a further step in the implementation of the principles covered in the February, 1980, letter of intent to develop long-term industrial and commercial cooperation between the two groups."

The agreement, under which Chrysler will buy 450,000 high-performance 1.9-liter four-cylinder engines over a 5-year period beginning in the '84 model year, is in addition to an agreement to purchase 1.6-liter gasoline engines from Peugeot.

Chrysler sold its European subsidiaries to Peugeot in 1978 for $230 million cash plus 1.8 million shares of Peugeot stock. The stock is now security for a $100 million loan made by Peugeot as part of Chrysler's federally approved survival plan.

"Other than Ford and General Motors, Chrysler now becomes the first three-legged stool, with one leg in the U. S., one in Europe and one in Japan," said John Muir & Co. auto analyst Arvid Jouppi. "Chrysler, Peugeot and Mitsubishi have become world contenders.

"They have realized that if you're not strong enough to conquer the world yourself, you need to form an alliance."

The analyst said Chrysler, which has about a 15 percent equity in both Mitsubishi and Peugeot, is in a strengthened position because it will be acquiring product and technology from Europe and Japan.

"Chrysler is not only a leg on the stool, it also can play umpire and put Mitsubishi and Peugeot in head-to-head competition for access to the Chrysler dealer group," he said.

• He said he was "not surprised" that there was no mention of cash to Chrysler even though the U. S. auto maker did recently secure a pledge from Mitsubishi for cash plus technology and products in exchange for allowing the Japanese auto maker to establish its own U. S. marketing network while supplying cars to Chrysler dealers.

"The Peugeot-Chrysler car will be built here in Chrysler plants using Peugeot technology and perhaps capital," Jouppi said. "That's what Chrysler needed."

The car will be sold under separate marques by Peugeot and Chrysler.

One analyst said the Peugeot

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NEWSPAPER

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Do-it-yourself certification possible

EPA mulls test-program changes

ANN ARBOR, Mich. — The first proposal resulting from a President Reagan Executive Order to reduce the regulatory burden on industry is one that effects most of the auto industry.

Making its way through the Office of Management and Budget, it is an EPA plan that includes changes in the fuel economy program and CAFE—Corporate Average Fuel Economy.

Michael Walsh, EPA deputy administrator, mobile source pollution control, discussed the proposal at a regular meeting with manufacturers here.

He said EPA's automotive program will be a vehicle for establishing a procedure for instituting changes such as those the President has ordered.

One technique for reducing the automotive regulatory burden may be self-certification of vehicles by their makers. Self certification is permitted already on high-altitude vehicles.

Any change from the current, highly formalized low-altitude certification procedure to a do-it-yourself method hinges on how in-use testing of vehicles shapes up, Walsh indicated.

If the agency becomes committed to in-use testing, it is possible the current certification program could be eliminated or made into a self-certification system.

• Walsh said EPA is evaluating proposals made by the Engine Manufacturers Assn., the Motor Vehicle Manufacturers Assn. and individual manufacturers such as General Motors and Volkswagen.

Walsh said he was not prepared to describe any self-policing setup in detail. However, he did say it would eliminate some requirements for testing and reporting. It also would cut costs and reduce paper work. The number of data vehicles needed per engine family also would be reduced, he said.

He said many of the moves EPA is considering are policy changes rather than regulation changes and rapid progress may be made on them.

Walsh said he has not yet had a chance to present proposals to Anne M. Gorsuch, who was sworn in May 20 as EPA administrator.

A light hauler from VW of Brazil

Volkswagen do Brasil has introduced the Gol Furgao, a commercial version of its small car. Rear side windows are filled in to create a small van-like vehicle. It is available with engines that burn gasoline or gasohol.

VW only maker to miss out on mid-month sales increase

By Jenny L. King
Staff Writer

The domestic auto industry showed surprising strength in mid-May, reporting a 22.63-percent sales increase compared with May 11-20 a year earlier, and a 42.24-percent jump compared with the first 10 days of the month.

U. S. auto makers sold 191,778 new cars during the nine-selling-day period, with a daily average of 21,309. That compared with 156,386 units a year earlier and a 1980 daily average of 19,548 based on eight selling days. Only 134,823 new cars were retailed in the first period in the month.

Four of the five major auto makers enjoyed mid-month sales gains while Volkswagen continued its two-month-long slide. General Motors sales rose 23.50 percent (9.77 percent on a daily-rate basis), to 117,074 from 94,798 last year. Ford sales were up 15.63 percent (2.77 percent daily rate), to 45,001 from 38,917.

Chrysler reported its 23rd consecutive period of improved sales. Chrysler sales numbered 20,226, up 45.85 percent from 13,868 last year (up 29.60 percent daily rate). American Motors' estimated sales of 5,000 units were up 19.05 percent over 4,200 (up 5.90 percent daily rate), while Volkswagen of America reported a 2.74-percent drop (13.57 percent daily rate), to 4,477 from 4,603.

GM earned 61.05 percent of the mid-May domestic market, up from 60.62 percent a year earlier. Ford's share was 23.46 percent, down from 24.88 percent. Chrysler sales accounted for 10.55 percent, up from 8.87 percent. AMC dipped to 2.61 percent from 2.69 percent, and VWoA had 2.33 percent, down from 2.94 percent.

Of the 14 U. S. makes, 11 reported increases over year-ago sales, and two were down. Imperial is new this year.

Plymouth sales zoomed up 78.35 percent, Dodge was up 46.42 percent, Ford was up 9.20 percent, Mercury was up 36.19 percent, Lincoln was up 29.91 percent, Buick was up 40.47 percent, Cadillac was up 6.64 percent, Chevrolet was up 0.41 percent, Oldsmobile was up 59.67 percent, Pontiac was up 32.84 percent and AMC was up 19.05 percent—all on a year-to-year basis.

Chrysler sales were down 20.07 percent, to 2,365 from 2,959, and Volkswagen was down 2.74 percent.

Ford's Escort was the best-selling U. S. nameplate during the period, with sales of 9,555 units. It was followed by Chevrolet Chevette at 9,457, Oldsmobile Cutlass at 8,587, Oldsmobile Cutlass Supreme at 8,293 and Chevrolet Malibu at 8,146.

A year earlier, the top five were: Chevrolet Citation, Chevette, Ford Fairmont, Ford Mustang and Malibu.

Year-to-date sales totaled 2,592,785, 3.60 percent below the 2,689,568 of a year ago.

DOMESTIC SALES

	May 11-20, 1981	May 11-20, 1980
AMERICAN MTRS.	5,000†	4,200†
Chrysler	2,365	2,959
Imperial	241	.....
Plymouth	9,201	5,159
Dodge	8,419	5,750
CHRYSLER CORP.	20,226	13,868
Ford	31,960	29,267
Mercury	10,956	8,045
Lincoln	2,085	1,605
FORD MOTOR	45,001	38,917
Buick	21,217	15,104
Cadillac	6,134	5,752
Chevrolet	42,225	42,053
Oldsmobile	30,568	19,144
Pontiac	16,930	12,745
GENERAL MTRS.	117,074	94,798
VOLKSWAGEN	4,477	4,603
INDUSTRY TOTAL	191,778	156,386

† estimate

Aftermarket air marketed by ARA in custom kits

GRAND PRAIRIE, Tex. — ARA Mfg. Co. announced it has developed a custom-fit air conditioning system specially designed for each model car.

All components for each vehicle — evaporator, condenser, compressor mount, hoses and fittings—come packed together, while interior parts — louvers, control panels and controls — are virtually identical in appearance and fit to factory air conditioning, ARA said.

The systems are tested in a wind tunnel at various speeds from idle to 60 MPH, and the major components—compressor, condenser and evaporator—are evaluated and sized to achieve maximum capacity. It is said to provide comfort at any speed and any temperature.

Condenser coils and brackets are tailor-made for each car model and are electrostatically painted black for long wear and a professional appearance. The refrigerant hoses are pre-cut to length for reduced installation time and include crimped on "O" ring fittings (except at compressor) for greater assurance of leak-free connections. Compressor connections have flare fittings which are also crimped on.

North Carolina OK's higher rate on auto loans

RALEIGH, N. C.—The North Carolina General Assembly has given final approval to a bill that will raise interest-rate limits on automobile and other installment loans.

The bill was enacted by the State Senate by a vote of 34-0. In North Carolina, the governor does not have a veto, so the bill will become law.

The bill raises by two percentage points the limits of interest rates on automobile and other loans.

The new limit will be 18 percent on loans of $3,000 or more; 20 percent on loans of $2,000 to $3,000, and 24 percent on loans of less than $1,500.

GM rips Michigan proposal on dealership locations

LANSING. — General Motors last week declared its opposition to a proposed Michigan law to allow auto dealers to challenge in court the establishment of new dealership locations and relocation of existing dealer locations.

Robert D. Burger, vice president in charge of the GM Sales and Marketing Staff, told the Senate Commerce Committee the bill is "special interest legislation which restricts competition at the retail level in the automobile industry—and it is always the consumer who ends up financing the cost of this type of protectionism."

He said similar laws have been found unconstitutional in three states and that by rejecting the bill, "the State of Michigan can be a leader in reversing the trend of unnecessary burdensome and costly special interest legislation that is hurting the unsuspecting automobile buyers of this country."

He said a study of this type of legislation in another state showed it led to a significant increase in vehicle prices to customers.

He said the bill would impede GM in serving its customers through its authorized dealers because:

1. It allows an existing dealer to prevent a manufacturer from adding an additional dealer, even where an increase in population requires the establishment of an additional dealer to provide for the needs of its customers.

2. It also would impede an existing dealer from relocating to a more convenient location if any of his competitors went to court and filed a complaint. The mere filing of the complaint would delay the action for a minimum of 18 months and probably more.

He declared the proposed law's provisions are "anti-competitive, monopolistic, needlessly expensive to manufacturers, prospective dealers, existing dealers, taxpayers and all consumers."

Burger said there are already both state and federal laws designed to protect dealers against unjust terminations or unfair practices on the part of manufacturers.

He called the proposed new Michigan statute "a burdensome over-regulation of an industry that can ill afford to be hampered in its attempts to survive the competition we are facing from abroad." And he added that "if we don't have people to sell cars, we can't hire them to build cars."

He said the proposed law would allow dealers to delay a competitor's relocation by requiring a trial.

"Given the delays inherent in litigation, very few prospective dealers have the financial resources to wait around for a couple of years while the existing dealers try to keep everyone else out," he said.

GM signs pact to build diesel plant in Mexico

DETROIT. — An agreement to build a heavy-duty diesel-engine manufacturing and assembly plant in Mexico has been signed by officials of the Mexican Somex Organization and Detroit Diesel Allison Division of General Motors.

The agreement establishes a joint venture company, Moto Diesel Mexicana, S.A., de C.V. (MDM), to manufacture DDA engines for Mexico's trucks, buses, marine and other industrial uses, beginning as soon as possible.

Signing the agreement were Mario Ramon Beteta, president and general director of Somex, a Mexican financial institution, and H. L. Smith Jr., general manager of Detroit Diesel Allison.

Partners in the enterprise will be Fomento Industrial Somex (Fisomex), the Somex enterprise handling industrial matters, and GM Fisomex will provide 60 percent of the capital. GM will furnish 40 percent.

Fisomex will have responsibility for supporting the direction and administration of MDM, with Detroit Diesel Allison providing technical support, quality control and application engineering expertise.

MDM will manufacture Detroit Diesel Series 92 heavy-duty diesel engines ranging from 230 to 460 horsepower. Various components for other DDA engines will be produced for export.

Construction of the plant will begin later this year in Aguascalientes. Full production will be under way in 1982. The plant is expected to employ nearly 900 workers, most of them from the local area. Smith said the new plant will not adversely affect DDA employment in the U. S.

New auto-parts plant to go up in Mexico

MEXICO CITY. — Officials of Motores y Refacciones, S.A., one of Mexico's principal producers of automotive parts and components, recently confirmed plans to invest $19.2 million in a new manufacturing facility in Aguascalientes.

The new Moresa plant will produce automotive motor valves. It will be Moresa's third plant in Mexico. It currently has plants in Mexico City and Cuernavaca.

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1981	Percent Share of Market	Regis., Feb., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 2 mos., 1981	Percent Share of Market	Regis., 2 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	119,134	17.65	147,693	21.06	— 3.41	231,645	17.66	301,647	20.74	— 3.08
Ford	78,056	11.56	82,497	11.76	— 0.20	158,721	12.10	174,922	12.03	+ 0.07
Oldsmobile	60,035	8.89	60,414	8.60	+ 0.29	119,028	9.08	124,679	8.57	+ 0.51
Buick	53,556	7.93	53,063	7.57	+ 0.36	105,163	8.02	109,445	7.52	+ 0.50
Pontiac	41,710	6.18	48,255	6.88	— 0.70	82,913	6.32	100,947	6.94	— 0.62
Plymouth	28,796	4.27	18,984	2.71	+ 1.56	52,310	3.99	37,373	2.57	+ 1.42
Mercury	26,257	3.89	26,658	3.80	+ 0.09	52,757	4.02	57,715	3.97	+ 0.05
Dodge	25,787	3.82	19,789	2.82	+ 1.00	49,698	3.79	40,018	2.75	+ 1.04
Cadillac	15,783	2.34	18,370	2.62	— 0.28	32,424	2.47	42,258	2.91	— 0.44
AMC	12,405	1.84	12,338	1.76	+ 0.08	23,889	1.82	26,572	1.83	— 0.01
Chrysler	8,799	1.30	11,064	1.58	— 0.28	19,259	1.47	23,625	1.62	— 0.15
Lincoln	4,481	0.67	5,988	0.85	— 0.18	9,045	0.69	15,390	1.06	— 0.37
GENERAL MOTORS	290,218	42.99	327,795	46.73	— 3.74	571,173	43.55	678,976	46.68	— 3.13
FORD MOTOR CO.	108,794	16.12	115,143	16.41	— 0.29	220,523	16.81	248,027	17.06	— 0.25
CHRYSLER CORP.	63,382	9.39	49,837	7.11	+ 2.28	121,267	9.25	101,016	6.94	+ 2.31
AMERICAN MOTORS	12,405	1.84	12,338	1.76	+ 0.08	23,889	1.82	26,572	1.83	— 0.01
IMPORTS	200,075	29.64	196,122	27.96	+ 1.68	374,317	28.54	399,424	27.46	+ 1.08
MISCELLANEOUS	171	0.02	184	0.03	— 0.01	364	0.03	510	0.03	.....
TOTAL	675,045	100.00	701,419	100.00	.....	1,331,533		1,454,525		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

Story and table on Page 40.

A bureaucratic carrot-and-stick

How MITI calls shots in Japan

By Bob Hall
Los Angeles Staff Writer

LOS ANGELES. — MITI, the Japanese Ministry of International Trade and Industry, is supposed to work rather like the U. S. Department of Commerce.

Unlike the folks at Commerce, however, MITI is famous for spewing out so-called "policy guidelines" or "advisory notices" that are actually nothing more than suggestions that fit in with the government's policy on a certain trade or business related issue.

You don't have to follow the party line on this subject (whatever it may be) but the MITI people can be very persuasive if they want to.

You see, if Yamanashi Motors decided it didn't really want to reduce auto exports to the U. S. to 1980 levels and decided that it would increase U. S.-bound shipments by, say 85 percent, it might find it quite difficult to obtain capital improvement or whatever kind of loan from the Government - operated Bank of Japan.

MITI deals *very* intimately with the Ministry of Finance and it holds the purse strings.

MITI can also exert pressure on automakers to comply with its "suggestions" through the Ministry of Transportation's Traffic Safety and Nuisance Research Institute (that's *really* its name) by dragging bureaucratic feet on, if not withholding, vehicle type approval.

If Yamanashi Motors won't cut U. S. exports, and doesn't need any loans for plant improvement, the government can't do anything, right? Wrong.

If Yamanashi is introducing a new model to replace the maker's Gorgeous 1500 model range, MITI can *unofficially* request that the MoT ask the TSNRI to "be extra thorough" or "take extra time" with the type approval certification that is required before any car can go on sale in Japan.

If Yamanashi Motors has already tooled for and is producing the new model, but can't legally sell it, it will cost the firm a lot of money.

Better to cut exports to the U. S.

What makes all of this so insidious is that none of it is on paper. No laws are violated, because there are few if any laws written, to cover this sort of bureaucratic nightmare.

Latest Lotus

Lotus Cars of England has produced a Series 3 version of its mid-engine two seater Esprit, which contains a number of technical improvements carried over from the Turbo Esprit. Lotus has produced more than 3,000 Esprits since the original was introduced in October, 1975. Price in its country of origin is approximately $28,300.

breaking news

Continued from Page 1

Frederick Weisman Co. Weisman owns Mid-Atlantic Toyota. Benton has been sales vice president for Ford of Europe since November, 1977. Earlier, he was general manager of Ford and LM divisions.

Low floorplan rate for GM dealers

PONTIAC. — Some 46 to 47 percent of General Motors dealers are taking advantage of a GM plan which provides them with 10.75 percent floorplan interest, according to GM President F. James MacDonald. The plan, whereby dealers pay a little extra on their invoice to get the special rate, runs out at the end of '81. MacDonald was noncommital about its renewal, saying only "it's costing us money."

Ford Germany lost $197 million in 1980

COLOGNE, West Germany.—Ford Werke AG reported a 1980 loss of $197 million compared with 1979 earnings of $206 million. Sales declined about 21 percent to $3.7 billion from $4.7 billion.

GM official to be named to U. S. post

WASHINGTON. — A General Motors official, W. A. Vaughan, is expected to be nominated by President Reagan for the job of Assistant Secretary of Energy for Environmental Protection, Safety and Emergency Preparedness. Vaughan, GM's director for energy management on the Manufacturing Staff, will report to the Undersecretary of Energy.

Dealer found flaws in Papal security

ST. LOUIS. — John H. Londoff, president of Johnny Londoff Chevrolet, landed on Page One of the St. Louis Globe-Democrat, in color, as a result of his recent audience with Pope John Paul II in Rome.

Londoff had attended a private and general audience with the Pope prior to the assassination attempt and had commented on the lax security in St. Peter's Square. Security during the Pope's Trinity College visit in Washington was much tighter, Londoff said.

News roundup

AMC International and agency split

SOUTHFIELD, Mich. — American Motors International Operations and Chiat/Day Advertising, Los Angeles, jointly announced that they are ending their 14-year relationship.

Chiat/Day through its subsidiary Chiat/Day/Hoefer, had been the agency for AMC and Jeep vehicles outside the U. S. and Canada. Chiat/Day/Hoefer had been servicing the account through its San Francisco and Detroit offices.

AMC cited two reasons for seeking a new agency—growth in international markets requires an international advertising agency with branch offices in other countries, and a potential conflict from Chiat/Day's pending acquisition of a competitive automotive account, believed to be Mitsubishi.

AMC will be sending letters to a number of international advertising agencies, inviting them to make presentations.

Price fixing on repos ruled out

DETROIT.—In a consent judgment reached in District Court here, National Finance Adjustors has agreed to refrain from fixing any price schedule for repossession services, and from engaging in any conduct which would influence the formulation of any such price schedule.

Dealerships decline in England

LONDON.—The number of new-car dealerships in England declined last year to 8,884 from 9,018, according to the Financial Times. British-car networks fell 3 percent to 4,118 and imported-car dealerships were down 1 percent to 4,759.

Toyota production near record

TOKYO.—Toyota said it produced 304,152 vehicles in April 1, up 0.9 percent over the year-earlier month. Included were 212,052 passenger cars and 92,100 trucks. Passenger-car output was the second highest monthly figure in the company's history, trailing only July, 1980.

Car-price index rises 1.8 pct.

WASHINGTON.—The price index for cars rose 1.8 percent in April, according to the Bureau of Labor Statistics. This was due to the termination of rebate programs and price increases by makers, the bureau said. Auto finance charges rose 1.3 percent in April after declining 0.5 percent in March, the bureau said.

Japanese engines for Greece

OSAKA, Japan.—Daihatsu Motor Co. has started shipping its three-cylinder, one-liter Charade engines and transaxles to Automeccanica S.A. in Greece. The Greek firm is scheduled to complete a car plant near Athens this month and will receive the Daihatsu engines at a monthly rate of 100 to 200 units initially, according to the Japan Economic Journal.

Fiat outlines model plans

Vittorio Ghidella, managing director of Fiat Auto, has spoken of the new models his company will introduce between 1982 and 1984. They include a sedan Delta, Tipo 1 (baby car), Tipo 4 and the 149, which will replace the Mirafiori.

Child safety seats rejected

JEFFERSON CITY.—By a vote of 78 to 75, Missouri's House of Representatives has rejected a proposal that would have required parents or guardians to provide automobile safety seats for children under 4. Some of the opposition came from lawmakers who were worried about too much government interference and also were concerned about cost.

Hyundai, Dacia to enter UK

LONDON.—The new-car market is tough in the UK, but nevertheless new entrants are on the way. Hyundai, of South Korea, will start selling cars in Britain at the end of this year. The Romanian-built Dacia is scheduled for a fall introduction in the UK, too. Early this month, the first Yugoslavian-built Zastavas were marketed here.

No. 1 spot predicted for Renault

MEXICO CITY.—Renault will become the No. 1 producer this year among the 52 vehicle-producing companies in Europe, according to Renault President Bernard Vernier-Palliez. Visiting here, Vernier-Palliez said that of the 2,050,000 cars produced by Renault in France last year, 1,102,000 were sold abroad.

Firm offers franchises

Equipment brokerage suggested for dealers

By Jenny L. King
Staff Writer

Have some used oil field equipment to sell, or need to purchase some used diesel trucks? National Equipment-Finders, Inc., Wichita, Kans., says it can match buyers and sellers for all kinds of heavy equipment, from oil field hardware to big trucks to farm machinery, even yachts.

"We do for equipment people what Century 21 did for real estate," said John Harris, president of the four-month-old used-equipment brokerage firm. National Equipment Finders is patterned after its sister organization, National Auto Finders, which, as the name indicates, brokers used cars nationwide.

Sharing office quarters in Wichita, they also share an extensive Data Point computer system which keeps track of all the information on what's for sale where. They share some stockholders, too, but the newer NEF is not a division or arm of NAF, according to Harris. It is a separate operation.

"In these difficult times we think this is the sort of business that auto dealers can take advantage of," he said. "They can broker cars, trucks, even equipment on a local or national basis either at their present business sites or in a separate office. We're talking seriously with several dealers right now."

• NEF has sold area rights for one-third of the U. S. to date and envisions a goal of 200 experienced brokers throughout North America. The cost to the new broker is $40,000. He or she then has exclusive rights in a protected "location" (generally a large metropolitan area), and will receive from NEF a computer terminal, letterhead stationery and forms, a sign for the office and complete training — now in Wichita.

"So far, oil field equipment has been our best seller," Harris said. "The next logical growth area will be diesel trucks. We understand the problems truck dealers face now and think they could make good use of one of our franchises."

NEF will not offer a franchise to just anyone with $40,000 to spend. The company requires some kind of brokerage experience of its franchisee. And although the original franchise agreement is renewable at the end of 10 years, if the terms of the agreement have been met, it can be extended "forever," according to Harris.

Already operating is a franchise in Wichita, and offices in Denver, Calgary (Alberta), Charlotte (N. C.) and Tulsa will be in business by early summer.

"There is a constant flow of used machinery," Harris said. "And this type of product both holds its value and has a long life—equipment from 1950 is still worth a lot."

• NEF handles used pieces on an "as is, where is" basis. Although prospective customers travel at their own expense to view possible purchases, NEF attempts to expedite sales by assisting with local accommodations and, when needed, transportation from the airport to the site of the equipment.

The usual broker commission is between 5 and 10 percent of the sale price. When two NEF franchises are involved it is divided between them. The seller and buyer decide the price.

Equipment to be put on sale is photographed and its specifications recorded on NEF's standard fact sheets.

"A dozen questions can nail down much of the description," said Harris. This information is fed into the computer and stored for national recall.

To avoid misrepresentation problems, NEF insists the purchaser make a personal inspection of the equipment he wishes to buy, according to Harris.

"We are the first company we know of to do this sort of thing on a large scale," he said. "We presently are answering inquiries from South America and Mexico — after all, anywhere in the world is only as far as the telephone."

Model breakdown
Auction Averages

	MAY	APRIL	MARCH
1981	$7,326	$8,014	$8,432
1980	5,697	5,872	5,698
1979	4,843	4,807	5,001
1978	3,845	3,748	3,681
1977	3,086	2,866	2,888
1976	2,264	2,144	2,226
1975	1,708	1,605	1,525
1974	1,457	1,358	1,347
Overall Average	$4,326	$4,116	$4,076

Carpenter joins ITT as automotive manager

NEW YORK. — Edmund M. Carpenter has been appointed group general manager of worldwide automotive products for International Telephone & Telegraph Corp. ITT's automotive products segment generated 1980 sales and revenues of $1.7 billion.

Carpenter, 39, formerly was president of the auto-truck group of Kelsey-Hayes Co., a subsidiary of Fruehauf Corp. He will headquarter in Southfield, Mich.

Used car sales
Auction Averages

May	$4,326
Month ago	$4,116
Year ago	$3,183

Introductory remarks

Donald F. Kopka, left, Ford Motor Co. vice president for design, talks with Saul Rosen, president, Bell Lincoln-Mercury, Highland Park, Ill., during the dealership's introduction of the Mercury LN7.

factories list auction dates

American Motors

June 3—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

June 4 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

June 5—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

June 10—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 12—Concord Auto Auction, Hosmer St., Acton, Mass.

June 17—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

June 18—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

June 19—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

June 24—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 26—Concord Auto Auction, Hosmer St., Acton, Mass.

Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for further details.

Chrysler Corp.

June 2—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Los Angeles Dealer Auto Auction, 8001 Garvey Ave., Rosemead, Calif.

June 3 — Minneapolis Auto Auction, Minneapolis, Minn.

June 4 — Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont (San Francisco), Calif.

June 5—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Use Automotive News Classified Section

Imports up, domestics down for month

Car registrations lowest since 1976

By Jenny L. King
Staff Writer

U. S. new-car registrations in February were down from a year earlier and were the lowest for the month since 1976, but the numbers were up compared with January totals and reflected gains for imports and for Chrysler Corp., according to R. L. Polk & Co.

The February tally was 675,045, the lowest total for the month since the 634,481 recorded five years ago. Registrations were up 6.06 percent from 636,488 in January, but off 3.35 percent from 701,419 in February, 1980.

Registrations for the first two months of 1981 reached 1,311,533, down 9.83 percent from 1,454,525 for the comparable 1980 period. Domestic registrations through February numbered 937,216, down 11.17 percent from 1,055,101.

Domestic-only registrations in February were 474,970, down an even 6.00 percent from the year-earlier 505,297, and up 2.75 percent from 462,246 in January of 1981.

Imports accounted for 200,075, a record 29.64 percent of the February total, up from last year's record 196,122 (27.96 percent.)

Chrysler Corp. also was up compared with the year-earlier month. Chrysler rose 2.28 percentage points to a share of 9.39 percent of the grand total. Chrysler products represented 9.10 percent of the January total.

Ford Motor Co.'s market share in February declined 0.29 percentage points to 16.12 percent from 16.41 percent a year ago. It was a greater drop than the January difference of 0.09 percentage points. Ford had 17.55 percent of all January new-car registrations.

Again the biggest loser was General Motors, which fell 3.74 percentage points to 42.99 percent of the February overall total from 46.73 percent last year. GM was down 2.49 percentage points in January on a year-to-year basis.

American Motors edged up 0.08 percentage points to 1.84 percent from 1.76 percent.

Excluding imports, domestic-only new-car registration shares in February were: GM, 61.10 percent; Ford Motor, 22.91 percent; Chrysler Corp., 13.34 percent; AMC, 2.61 percent, and miscellaneous, 0.04 percent.

A year earlier, domestic-only registration shares were: GM, 64.87 percent; Ford Motor, 22.79 percent; Chrysler Corp., 9.86 percent; AMC, 2.44 percent, and miscellaneous (primarily Checker), 0.04 percent.

Registrations of new cars built and sold by Volkswagen of America, while included in the Automotive News domestic sales totals, are part of VW's import total in the Polk registration breakdown.

By market segment, standards suffered the hardest blow, while intermediates were down and luxury models were off some. Domestic subcompacts and imports were quick to pick up the slack.

Subcompacts represented 16.33 percent of the February total, up 2.75 percentage points from 13.58 percent a year earlier. Imports cornered 29.64 percent, up 1.82 percentage points from 27.82 percent. Compacts were up 0.14 percentage points to 20.84 percent from 20.70 percent.

Standard-size domestic models dropped 3.25 percentage points to 9.19 percent from 12.44 percent in February, 1980. Intermediates accounted for 19.73 percent this year, down 0.98 percentage points from 20.71 percent, and luxury cars slipped 0.48 percentage points to 4.27 percent of the month's total from 4.75 percent.

Of the domestic-only market in February, subcompacts were 23.20 percent, compacts were 29.62 percent, intermediates were 28.05 percent, standards were 13.06 percent and luxury models were 6.07 percent.

The top 20 domestic nameplates in registrations in February were:

1	Chevrolet Chevette	36,458
2	Chevrolet Citation	25,710
3	Ford Escort	24,893
4	Olds Cutlass Supreme	19,480
5	Chevrolet Malibu	15,705
6	Buick Skylark	15,610
7	Buick Regal	15,530
8	Ford Fairmont	15,384
9	Standard Chevrolet	14,985
10	Oldsmobile Cutlass	14,231
11	Plymouth Reliant	13,676
12	Chevrolet Monte Carlo	12,988
13	Plymouth Horizon	12,784
14	Ford Mustang	12,603
15	Aries	10,511
16	Standard Cadillac	9,883
17	Buick Century	9,873
18	Pontiac Grand Prix	9,749
19	Dodge Omni	9,232
20	Oldsmobile 88	9,015

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
JANUARY '81 vs. JANUARY '80

	1981 Feb.	1981 Yr.	1980 Feb.	1980 Yr.
AMC Spirit	3,580	6,505	4,730	9,163
Concord	3,790	7,054	3,535	8,093
Concord Sta Wgn	1,330	2,811	1,092	2,625
Eagle 4 WD	678	1,466	1,197	2,655
Eagle Sta Wgn	1,346	2,817	1,464	3,309
Eagle SX4 4 WD	1,681	3,236		
Pacer			93	216
Pacer Sta Wgn			227	511
TOTAL AMC	12,405	23,889	12,338	26,572
Chrysler Le Baron	3,473	7,660	4,132	8,585
Le Baron Sta Wgn	640	1,467	656	1,305
Cordoba	2,772	5,886	3,272	7,500
Newport	681	1,499	1,177	2,508
New Yorker	855	1,893	1,827	3,727
Imperial	378	854		
Total	8,799	19,259	11,064	23,625
Horizon	12,784	22,327	11,809	22,716
Reliant	10,127	18,627		
Reliant Sta Wgn	3,549	6,673		
Volare	1,355	2,911	5,211	10,782
Volare Sta Wgn	334	69	1,477	2,988
Gran Fury	647	1,103	487	887
Total	28,796	52,310	18,984	37,373
Omni	9,232	17,035	9,557	18,295
Aries	7,769	14,487		
Aries Sta Wgn	2,742	5,340		
Aspen	1,132	2,346	3,868	8,739
Aspen Sta Wgn	294	591	964	2,210
Diplomat	2,049	4,516	1,773	3,713
Diplomat Sta Wgn	362	885	316	658
Mirada	1,583	3,290	2,127	4,164
St. Regis	624	1,208	1,184	2,239
Total	25,787	49,698	19,789	40,018
Total Chrysler Corp.	63,382	121,267	49,837	101,016
Escort	14,756	28,886		
Escort Sta Wgn	10,137	19,244		
EXP		1		
Pinto	2,076	4,608	9,382	19,310
Pinto Sta Wgn	668	1,501	2,564	5,747
Fairmont	11,672	25,569	17,415	35,996
Fairmont Sta Wgn	3,712	7,942	5,166	10,514
Granada	7,825	15,549	5,936	13,449
LTD II			470	1,115
LTD	4,201	7,928	6,627	16,011
LTD Crn Victoria	2,703	5,861	1,285	3,039
Ford Sta Wgn	1,442	2,980	2,010	4,856
Mustang	12,603	25,698	18,036	37,486
Thunderbird	6,201	12,954	13,606	27,399
Total	78,056	158,721	82,497	174,922
Lincoln Town Car	2,049	4,159	2,386	6,002
Cont Mark	2,432	4,886	3,123	8,240
Versailles			479	1,148
Total	4,481	9,045	5,988	15,390
Mercury Lynx	4,830	9,043		
Lynx Sta Wgn	2,742	5,345		
LN7				
Bobcat	541	1,132	2,244	4,477
Bobcat Sta Wgn	122	255	450	1,000
Zephyr	4,045	8,744	5,593	11,533
Zephyr Sta Wgn	980	2,038	1,352	2,549
'81 Cougar/Monarch	2,957	6,082	2,196	5,346
Marquis	601	1,157	953	2,484
Marquis Brougham	913	1,900	916	2,311
Grand Marquis	1,843	3,562	1,419	3,360
Marquis Sta Wgn	655	1,186	583	1,414
XR7	2,338	4,903	5,963	12,714
Capri	3,690	7,410	4,987	10,527
Total	26,257	52,757	26,658	57,715
Linc Merc Div. Total	30,738	61,802	32,646	73,105

	1981 Feb.	1981 Yr.	1980 Feb.	1980 Yr.
Total Ford Motor Co.	108,794	220,523	115,143	248,027
Buick Skyhawk			889	1,839
Skylark	15,610	29,396	13,134	25,857
Century	8,729	17,737	8,693	16,544
Regal	15,530	29,925	13,820	28,883
Century Sta Wgn	1,144	2,246	1,176	2,660
Le Sabre	1,555	3,243	2,016	4,019
Le Sabre Limited	3,087	6,326	4,546	9,843
Electra 225	4,009	8,379	4,675	10,841
Buick Sta Wgn	726	1,495	912	1,920
Riviera	3,166	6,416	3,202	7,039
Total	53,556	105,163	53,063	109,445
Buick Div. Total	53,556	105,163	53,063	109,445
Cadillac de Ville	6,829	13,949	8,742	20,483
Cimarron				
Fleetwood & Chassic	3,054	5,853	2,533	5,820
Eldorado	3,716	7,951	3,886	8,396
Seville	2,184	4,671	3,209	7,559
Total	15,783	32,424	18,370	42,258
Chevrolet Chevette	36,458	63,556	32,219	63,971
Camaro	6,539	12,724	9,863	20,767
Monza	4,259	10,838	11,130	21,611
Cavalier				
Cavalier Sta Wgn				
Citation	25,710	50,122	30,090	60,804
Malibu	11,695	24,956	14,283	30,121
Malibu Sta Wgn	4,010	8,202	4,677	10,197
Monte Carlo	12,988	25,095	12,884	28,055
Impala	4,421	9,007	9,173	18,607
Caprice	7,198	15,158	13,968	28,579
Chevrolet Sta Wgn	3,366	7,150	6,676	13,387
Corvette	2,490	4,837	2,730	5,548
Total	119,134	231,645	147,693	301,647
Oldsmobile Starfire			1,061	2,167
Omega	7,983	14,447	6,134	11,394
Cutlass Salon	11,967	25,020	12,295	24,118
Cut. Supr/Calais	19,480	37,633	18,645	39,141
Cutlass Sta Wgn	2,264	4,470	2,355	4,861
Delta 88	920	1,914	1,553	3,248
Delta 88 Royale	8,095	16,332	8,692	18,170
98	5,591	11,577	5,003	11,388
Oldsmobile Sta Wgn	1,221	2,404	1,641	3,751
Toronado	2,514	5,231	3,035	6,441
Total	60,035	119,028	60,414	124,679
Pontiac T1000				
Sunbird	8,018	16,116	8,987	16,512
J2000				
J2000 Sta Wgn	2	2		
Phoenix	7,540	14,313	7,050	14,507
LeMans	4,054	8,440	4,669	9,618
LeMans Sta Wgn	1,413	3,068	2,206	4,585
Catalina	548	1,271	1,264	2,705
Bonneville	3,001	6,294	3,781	8,397
Bonne. Brougham	2,301	4,861	3,145	6,698
Pontiac Sta Wgn	615	1,308	1,295	2,769
Grand Prix	9,749	18,701	8,799	19,700
Firebird	4,469	8,539	7,059	15,456
Total	41,710	82,913	48,255	100,947
TOTAL GM CORP.	290,218	571,173	327,795	678,976
(Checker)	134	302	165	445
Misc. Domestic	171	364	184	510
Domestic Station Wagon Total	45,816	92,089	39,342	84,049
Domestic Grand Total	474,970	937,216	505,297	1,055,101
Import Total	200,075	374,317	196,122	399,424
Grand Total All Registrations	675,045	1,311,533	701,419	1,454,525

Registrations for Oklahoma not available.

Braegar at 25

Robert W. Braeger, left, owner of Braeger Chevrolet, Inc., Milwaukee, receives Chevrolet's 25-year award plaque from Donald O. Novaria, Milwaukee zone manager.

Holiday shutdown trims total

Week's auto production is 144,012

Due to the shortened holiday week last week, U. S. auto production slipped below the previous week's output. The total, however, stayed above the comparable 1980 week's level, and without the shortened holiday period, the makers would have finally overtaken last year's year-to-date figures.

Last week's production was targeted at 144,012 units, down 11.37 percent from 162,485 built in the previous week, but up 13.63 percent from 126,739 units assembled in the comparable 1980 week.

So far this year, the domestic auto makers have completed 2,875,956 units, just a fraction below the 2,902,834 cars completed in the comparable period last year.

Saturday overtime was scheduled last week at six General Motors, three Ford and one Chrysler Corp. assembly plants.

At GM, Flint, Oklahoma City, Pontiac, Lansing, Tarrytown and Wilmington all worked Saturday last week.

Ford's Kansas City, Atlanta, and Wayne points also worked last Saturday.

Chrysler Belvidere, worked two eight-hour shifts Saturday (May 30).

Daily overtime was slated last week at Ford's Atlanta, Dearborn, Metuchen, Wayne, Wixom, Louisville and Kansas City points.

Also working daily overtime last week were Chrysler's Belvidere, Jefferson and Newark points. The three plants will continue on daily overtime this week.

Ford said it will reinstate a production line speed of 68 jobs per hour at its Dearborn assembly plant beginning today (June 1) in order to accommodate strengthening sales of Mustang and Capri. The new production rate will result in the recall of 600 hourly workers from indefinite layoff.

There is no downtime scheduled this week at GM, Ford or Chrysler.

Truck production for year to date is ahead of '80

For the first time in 22 months, U. S. year-to-date truck production exceeded the comparable year-ago level.

The last time this happened was in the week ended July 28, 1979.

Domestic truck makers slated 34,137 units during the shortened holiday week last week, down 8.88 percent from the 37,464 trucks completed in the previous week, but up 32.83 percent from 25,700 in the comparable 1980 week.

So far this year, the truck makers completed 749,561 units, up 1.60 percent from 737,761 built in the comparable period last year.

Chrysler slated Saturday overtime last week at its Warren truck facility. The truck plant will begin daily overtime starting today (June 1).

Injured driver wins $650,000 for faulty latch on '67 Fiat

WASHINGTON. — A District of Columbia jury has awarded $650,000 to a driver injured when he fell into the street because of a post-collision failure of a door latch on his 1967 Fiat 600-D.

The car was manufactured a full year before the safety standard covering door latches (Standard 206) became effective.

In the trial before Judge Aubrey Robinson, Gerald Mitchell, of the law firm of Stein, Mitchell and Mezines, maintained the latch used on the Fiat 600-D posed an unreasonable risk because it was less than the state of the art.

For exhibits, Mitchell used latches from domestic makes, which had better door latches for at least a decade.

In the mid-1950s, Congressional hearings held by Connecticut Senator Abraham Ribicoff and Alabama Rep. Kenneth Roberts caused auto makers to improve door latches midway in 1955 models and across the board for '56 models.

The SAE upgraded its voluntary standard for '62 models. The first federal safety standard became effective for cars made on or after Jan. 1, 1968.

Wyllie Gatewood suffered moderately severe head injuries when the left door latch failed after a relatively minor collision and he fell on his head in the street. He suffered some brain damage and is performing less well on his job.

The jury accepted Mitchell's argument that the Fiat, which had been nine years in production and been imported since 1964, was below the state of the art and was unreasonably dangerous.

In effect, the Fiat 600-D was believed to be a foreign encroachment into the marketplace with a substandard product. Fiat said it has not decided whether it will appeal.

Canadian makers work full week; production rises

Canadian auto and truck production rose sharply last week from the holiday-shortened previous week. Output was also up from the comparable 1980 week's level.

Auto production last week was targeted at 21,713 units, up 30.71 percent from 16,612 built in the previous four-day week, and an increase of 61.43 percent over 13,450 completed in the comparable 1980 week.

Year-to-date, auto production was 364,429 units, down 3.43 percent from the 377,392 units completed through May 31, 1980.

Truck production also rose last week with a slated output of 12,315 units, up 16.83 percent from 10,541 trucks completed in the previous holiday week, and up a substantial 73.97 percent from 7,079 trucks built in the comparable week last year.

So far this year, the truck manufacturers have assembled 239,179 units, only a fraction behind the 239,892 units assembled in the comparable period last year.

Daily overtime was scheduled last week at Ford Motor's St. Thomas car point.

Chrysler's Windsor car plant, down since May 8, resumes operations today (June 1) with the addition of a second shift. The plant will begin production of the Chrysler LeBaron, Dodge Diplomat and Plymouth Caravelle.

Reagan continues Carter moves to spur Japan trade

WASHINGTON. — The Reagan Administration said it will continue programs started under the Carter Administration to open markets, especially in Japan, for auto parts makers and suppliers.

Lionel H. Olmer, undersecretary of Commerce for International Trade, told the executive body of the Motor and Equipment Manufacturers Assn. that the Joint U. S.-Japanese Trade Facilitation Committee is looking into problems in selling auto parts in Japan, instances where de facto trade barriers may exist and specific complaints.

The committee was established in 1977 to identify and eliminate impediments to U. S. exports to Japan which result from Japanese trade practices.

U. S. CAR PRODUCTION

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
AMERICAN MOTORS	3,000*	2,978*	3,000*	12,160*	77,453	46,854*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	14,900	13,450	17,504	75,016	288,513	350,565
Plymouth Total	8,900	6,400	10,077	43,462	132,485	180,078
Horizon	4,000	2,700	3,922	17,216	68,978	68,794
Reliant	4,900	.....	6,155	26,223	.....	101,697
Volare	.....	2,700	.....	.....	49,439	.....
Caravelle	.....	400	.....	23	3,337	2,139
Gran Fury	.....	600	.....	.....	10,731	7,448
Chrysler Total	.....	1,800	.....	271	37,635	22,098
LeBaron	.....	1,500	.....	271	28,777	17,236
Chrysler	.....	300	.....	.....	8,858	4,862
Dodge Total	6,000	5,250	7,427	31,283	118,393	148,389
Omni	2,300	2,200	2,698	12,528	60,673	51,624
Aspen	.....	1,900	.....	.....	35,485	.....
Aries	3,700	.....	4,729	18,684	.....	80,439
Diplomat	.....	750	.....	71	13,674	12,644
St. Regis	.....	400	.....	.....	8,561	3,682
FORD MOTOR	31,864	31,950	36,134	144,638	580,343	612,033
Ford Division	21,569	23,930	23,910	96,622	423,915	420,864
Escort	7,292	.....	6,668	29,020	.....	159,568
Pinto	.....	2,928	.....	.....	44,860	.....
Fairmont	5,005	5,073	5,105	23,458	122,356	89,466
Must./Must. II	3,770	4,386	5,028	18,139	115,844	67,732
Granada	2,187	2,721	2,776	8,330	35,410	34,739
Thunderbird	1,721	5,878	2,177	8,726	64,195	31,989
Ford	1,594	2,944	2,156	8,949	41,250	37,370
L-M Division	10,295	8,020	12,224	48,016	156,428	191,169
Mercury Total	8,659	6,969	10,174	39,861	140,532	162,291
Bobcat	.....	272	.....	.....	9,187	.....
Lynx	2,128	.....	2,447	9,625	.....	54,715
Capri	1,618	1,695	1,830	7,771	34,019	22,769
Zephyr	1,728	1,871	1,914	7,861	39,733	25,809
Cougar/Monarch	1,299	1,119	1,578	5,099	11,689	17,905
XR-7	852	988	1,088	4,255	21,966	13,766
Mercury	1,034	1,024	1,317	5,250	23,938	27,327
Lincoln Total	1,636	1,051	2,050	8,155	15,896	28,878
Lincoln	817	495	1,025	4,077	5,905	13,988
Mark VI	819	556	1,025	4,078	8,130	14,890
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	90,820	74,776	101,715	406,109	1,868,899	1,783,312
Buick Division	17,209	14,670	19,084	82,918	371,805	406,078
Skylark	4,636	3,833	5,175	22,410	99,537	110,852
Century	2,256	3,248	2,308	10,852	81,634	76,519
Regal	6,096	3,888	7,037	29,587	96,937	120,772
Buick	3,125	2,777	3,201	14,551	71,695	72,064
Riviera	1,096	924	1,363	5,518	22,002	25,871
Cadillac Division	5,162	3,079	4,228	19,133	95,838	117,160
Cimarron	219	.....	177	737	.....	916
Seville	371	342	465	1,866	17,067	12,419
Eldorado	1,180	1,018	1,476	5,952	24,510	28,634
Cadillac	3,392	1,719	2,110	10,578	54,261	75,191
Chevrolet Division	34,560	29,130	41,079	15,243	781,712	635,991
Chevette	6,620	6,940	8,233	30,797	195,551	138,546
Cavalier	3,315	.....	2,598	10,197	.....	13,397
Monza ('80)	.....	4,000	.....	.....	73,526	.....
Camaro	3,460	2,130	4,124	14,581	58,503	58,885
Citation	7,225	7,300	8,591	34,525	206,169	158,161
Malibu	6,400	5,020	7,936	30,337	118,370	118,660
Monte Carlo	3,380	1,180	4,386	16,138	51,380	62,111
Chevrolet	3,840	1,920	4,811	18,167	58,679	73,542
Corvette	320	640	400	1,501	19,534	12,689
Oldsmobile Division	19,736	15,922	22,935	87,565	360,213	416,885
Omega	2,658	2,184	3,381	12,725	52,932	66,157
Cutlass	10,596	8,238	12,273	50,347	175,711	207,969
Oldsmobile	5,545	4,840	6,112	20,078	112,744	120,880
Toronado	937	660	1,169	4,415	18,826	21,879
Pontiac Division	14,153	11,975	14,389	60,250	259,331	207,198
Acadian†	600	645	748	2,465	11,907	10,383
J2000	2,553	.....	2,004	8,053	.....	12,067
Sunbird ('80)	.....	3,123	.....	.....	65,709	.....
T1000	2,169	.....	2,334	9,971	.....	27,439
Firebird	2,081	1,136	2,410	9,016	38,893	26,982
Phoenix	2,471	2,190	2,411	11,276	59,683	51,629
Grand Prix	2,400	1,396	2,415	11,133	25,364	44,883
LeMans	1,591	1,769	1,745	6,961	25,096	27,347
Pontiac	288	1,716	322	1,375	32,679	6,468
VOLKSWAGEN	3,328	3,500	4,032	16,727	86,204	82,159
CHECKER	100*	85	100*	400*	14,122	1,033*
Total Cars, U. S.	144,012	126,739	162,485	655,050	2,902,834	2,875,956

TRUCK PRODUCTION IN U. S.†

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
CHEVROLET	9,816	6,616	9,990	46,017	231,047	241,765
DODGE/PLYMOUTH	2,400	3,100	2,485	10,818	65,026	38,975
FORD	12,600	7,385	15,848	62,023	266,312	271,777
GMC	4,147	4,349	3,441	16,258	75,783	82,544
INTERNATIONAL	1,352	1,988	1,709	4,944	14,075	30,510
VOLKSWAGEN	832	500	1,001	4,152	12,162	20,099
MACK	.....	450	.....	.....	11,658	.....
JEEP	1,500*	.....	1,500*	6,300*	35,833*	36,486*
AMC CORP.	90*	284*	90*	378*	3,854*	1,805*
WHITE	.....	128	.....	.....	3,351	.....
MISCELLANEOUS	1,400*	900	1,400*	5,880*	18,660	25,600*
Total Trucks, U. S.	34,137	25,700	37,464	156,770	737,761	749,561

CANADIAN TRUCK PRODUCTION

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
CHRYSLER CORP.	2,000	1,040	2,042	8,501	17,302	31,746
FORD MOTOR	3,544	3,912	2,963	15,276	84,357	73,032
GENERAL MOTORS	6,526	726	5,335	25,182	117,568	129,181
AMERICAN MOTORS	.....	856	.....	.....	11,841	.....
INTERNATIONAL	245	440	201	993	6,313	5,220
MACK	.....	40	.....	.....	1,130	.....
WHITE	.....	65	.....	.....	1,381	.....
Total Trucks, Canada	12,315	7,079	10,541	49,952	239,892	239,179
N. American Trucks	46,452	32,779	48,005	206,722	977,653	988,740

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

CANADIAN CAR PRODUCTION

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
AMERICAN MOTORS	720	.....	587	3,025	.....	13,411
CHRYSLER CORP.	.....	1,728	.....	2,234	27,877	12,410
FORD MOTOR	7,752	6,889	5,434	29,377	112,863	92,807
GENERAL MOTORS	13,016	4,608	10,411	50,860	231,872	241,268
VOLVO	225	225	180	922	4,780	4,533
Total Cars, Canada	21,713	13,450	16,612	86,418	377,392	364,429
N. American Cars	165,725	140,189	179,097	741,468	3,280,226	3,240,385
N. American Trucks	46,452	32,779	48,005	206,722	977,653	988,740
North American Cars and Trucks	212,177	172,968	227,102	948,190	4,257,879	4,229,125

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

Detroit, June 8, 1981

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Used cars robust as slow sellers return to health

By Roger Rowand

The used-car market in the U. S. has undergone another of its regular—but often startling—changes in health.

Once-sickly large cars are moving in a sprightly fashion. Prices are plump and the van and pickup markets, recently doing poorly, are rosy cheeked and robust.

From Connecticut to California, new-car dealers, used-car dealers and those in the auction business told of booming used-car activity, strong prices and, ironically, a return to popularity for the big automobiles.

"Chevettes? We can't keep them on the lot but the others are moving, too," said Paul Karl, sales manager of Karl Chevrolet, New Canaan, Conn. School's out and the kids are home from college for the summer.

"There's a little bit of sticker shock on the new cars but I don't know how many people buy a used car because of it. If they see what they want they just go ahead and buy it," said Karl.

"It's a crazy world and I've gotten to think the only thing that's constant is change," said Dick Arnold, the dealer at Valley Dodge, Inc., in Van Nuys, Calif., as he talked about the used-car trade.

"It was a lack of gasoline and prices that were holding down sales and now it's only prices," Arnold said. "High interest rates and high new-car prices are what we've got and anything used that's clean is moving. Used cars are excellent."

Arnold gets his used cars chiefly from wholesalers "who scour the weeds out here," with only 20 or 30 percent coming from new-car trade-ins.

Arnold said vans and pickups are moving again.

"People that have income are buying right now," he said. "Dealers are fighting to get vans again and Chrysler had to shut down its van lines in January and February. It's a crazy world."

AUTOMOTIVE NEWS records indicate U. S. truck production in January and February this year was at its lowest levels since 1965.

•"Used cars are going pretty well—anything that's clean with low mileage on it," said Jerry Burrey, partner in Hardin Motors, Inc. (Chrysler-Plymouth-Dodge), Mt. Victory, O.

"That includes the ones that are moderately large. The big barges still are slow but everything else is going good.

"Good used cars are bringing in top dollar. Omni/Horizon is selling very well but there's a good market for cars like the New Yorker — if they're clean and have low mileage," said Burrey.

Burrey said the used units the dealer does handle usually come as trades.

Deep in the heart of Texas, used-car sales are being punched along by a three-way combination of improving national and local economic news, a fast-approaching vacation season and the public's growing accustomed to once-appalling new-car prices.

That is the opinion expressed by Rick Sowder, used-car man-

Continued on Page 59, Col. 4

Service Index rises again

By Francis J. Gawronski
Service Editor

With all indicators showing increases, franchised new-car dealers' service and parts sales continued to show strength by registering their second straight monthly advance in April, according to the Automotive News Service Index.

Service and parts volume for April amounted to 106.5 percent of the business for the same

Table on Page 58.

month a year ago, and the rate of business growth in April was up over that recorded in March by 1.6 percent.

The back-to-back increases in service and parts business over the comparable year-earlier months followed the year's only decline in February.

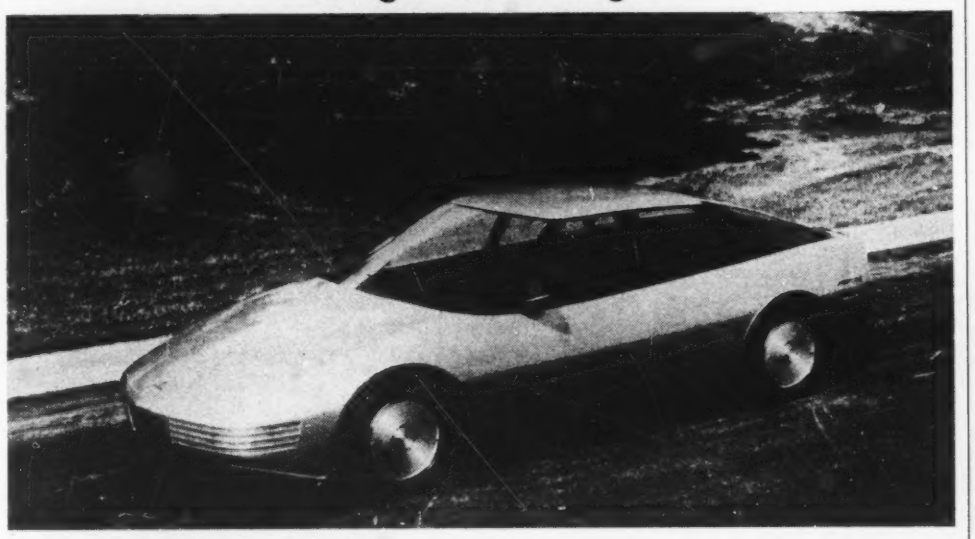
Surprisingly, the leading indicator in April was repair order written. ROs for the month were up 9.9 percent, the first such increase since January, 1980, when the orders were up 0.5 percent.

In the runnerup spot in April was sales of all parts and accessories with an increase of 8.2 percent over the year-ago figure.

Gross profit on all labor, parts and P&A sales—the most im-

Continued on Page 58, Col. 4

Drag? What drag?



Aero X-car from General Motors

This experimental Aero X-car is General Motors' latest in aerodynamic design. It is a four-passenger vehicle designed around the X-car. Its drag coefficient of 0.285 compares with the X-car's 0.45. It has been tested extensively in the new wind tunnel at GM's Technical Center in Warren. That sprawling facility is 25 years old this month.

Meyers says spending is right on schedule

Renault to handle AMC car design

By Kathleen Hamilton
News Editor

SOUTHFIELD. — When Wisconsin begins pumping out super-economy Renaults by the hundreds of thousands, engineers on the American Motors drawing boards will be engrossed in four-wheelers. And they are likely to remain so for the foreseeable future.

"Never is a long time," cautioned AMC Chairman Gerald C. Meyers.

At some point there could be another designed to a significant degree by the Detroit team, he said. But Renault is going to take the lead in this area for some time to come.

Gerald C. Meyers

"We're not planning on designing all new automobiles in addition to and aside from what Renault has already designed," Meyers told AUTOMOTIVE NEWS.

Instead, AMC engineers will influence Renault's designs while focusing most of their attention on a new line of fuel-efficient Jeeps and successors to the four-wheel-drive Eagle automobile.

This division of labor was all part of the plan whereby Renault took a 46-percent stake in AMC. The buy-in holds some tasty promises.

While the Big 3 have lopped off or delayed product plans because of capital shortages, Renault/AMC is ready to roll with front-drive cars.

"We're not going to run low on capital," Meyers said with finality. "How can I be so sure? Because the vehicles are already on their way in, through design, some of them into tooling and some of them into production at Renault.

"Renault's cost of getting into all FWD is, of course, considerably less than that of the Big 3 companies which obviously don't have the component plants in place to build the automatic transaxles, the constant velocity joints and all the front mechanisms."

Although the market could conceivably trash today's capital spending plans, Meyers said AMC is right on schedule with its plan to spend $1.5 billion to $1.6 billion between 1981 and 1987.

Yet, the market's hijinks are nothing to sneeze at. After all, it was the plunge in Jeep sales that caused AMC to go looking to Renault for capital to build its new Jeeps, and to offer Renault almost half its equity in trade.

It was mostly the market that turned the ink red in the AMC profit and loss columns, and it is expected to generally stay that way until 1983.

Neither is today's market as enamored of the newest Renault as it could be: With eight months of the model year gone and some 6,600 sales of the Renault 18i to show for it, the French-American partnership would probably like to forget it had forecasted its sales hopes at 24,-

Continued on Page 56, Col. 1

breaking news

Chevrolet extends truck incentive

DETROIT.—Chevrolet extended until June 10 its "Big Bonus Time" contest for sales managers. It pays up to $3,000 plus a $50 override on qualifying truck/van units. The contest had been scheduled to end May 31. There are no essential changes in the program which runs in tandem with "Truck Extravaganza," slated to end June 10.

Datsun 4WD pickups to be recalled

CARSON, Calif. — Some 41,427 four-wheel-drive Datsun pickups wil be recalled because of faulty front-wheel bearing seals, said Nissan Motor Corp. in U.S.A. Owners will be notified later this month, when dealers will have parts necessary to make the correction.

Supreme Court rules on contracts

WASHINGTON. — Auto finance companies are creditors within the jurisdiction of the Truth-in-Lending Act when they buy installment contracts from dealers, the Supreme Court has ruled. Nevertheless, the court added, statements on contracts which tell of their assignment to auto finance companies are sufficient disclosure of the companies' creditor status.

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Will pass U. S. by 1995 in capital outlay, Predicasts says

U.S.S.R. seen as spending leader

CLEVELAND.—The U. S. S. R. will overtake the U. S. as the world's largest capital spending nation by 1995, according to Predicasts, Inc., a Cleveland-based business information and market research firm.

World Capital Spending, an analysis published by Predicasts Research Group, projects U.S.-S.R. capital spending will exceed $381 billion by 1995, compared with the United States' $373 billion.

Japan's level of capital spending, two-thirds that of the U. S. in 1979, will increase at more than 4 percent annually, approaching $330 billion in 1995, the report said.

Predicasts' economists said that by purchasing the best available technology, Japan has been able to "leapfrog" over the graduated steps in technological progress while modernizing and expanding capacity.

Citing innovation and quality control as factors, the study said that "by early 1990s, Japan will emerge as the indisputable world technological leader."

Also important is Japan's high labor productivity. The U. S., which had the world's highest level of labor productivity in 1963, had slipped to sixth by 1979, and will drop to 14th by 1995, the report said.

Total world capital spending will reach $2.8 trillion by 1995, with the U. S. S. R., U. S., Japan and China together accounting for 47 percent, the report said.

However, Predicasts noted that the greatest economic rate of increase will occur in the capital-surplus oil-exporting countries as well as in the recently industrialized nations of Eastern Asia and Latin America.

Mexico, in particular, will witness an above-average growth in capital spending as its mining sector rapidly exploits coal and molybdenum resources, Predicasts said.

Spending on equipment will continue to outpace that on structures, accounting for 57 percent of total capital spending in 1995, the report said.

Predicasts anticipates a trend toward more flexible, automated production/assembly and administrative systems and the increasing diffusion of electronic (particularly microprocessor) technology.

Also on the horizon, according to the study, are significant innovations in genetic engineering and biochemistry, and in steelmaking, iron and energy technologies.

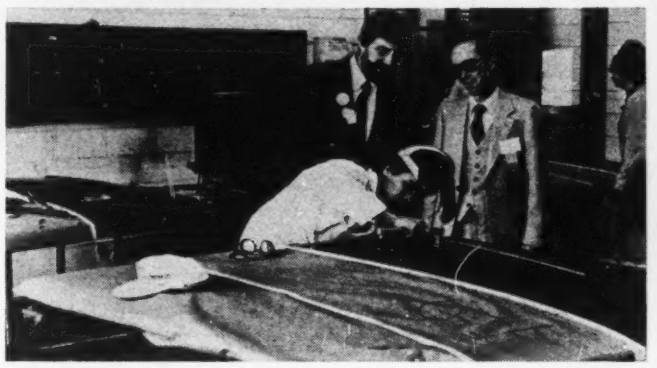
World Capital Spending, a 225-page report, analyzes the capital spending outlook for more than 50 countries and regions by type of goods and by sector.

The study is available from Predicasts, Inc., 11001 Cedar Ave., Cleveland, O. 44106. The price is $825 per copy.

WORLD CAPITAL SPENDING OVERVIEW
(billion 1975 U. S. Dollars)

ITEM	1979	1995	Projected Growth
World Capital Spending	1,479.05	2,778.40	4.0
U. S.	243.46	373.20	2.7
U. S. S. R.	238.20	381.10	3.0
Japan	161.36	328.50	4.5
China	90.50	232.60	6.1
Other Regions	745.53	1,463.00	4.3
World Capital Spending	1,479.05	2,778.40	4.0
Equipment	714.85	1,328.90	4.6
Structures	764.20	1,449.50	3.3

Source: Predicasts, Inc., Cleveland.



AMC parts go to school

Robert R. Westby, left, state advisor for Vocational Industrial Clubs of America, Madison, Wis., and Robert E. Luedtke, right, supervisor of inventory audit and analysis, American Motors National Parts Distribution Center, watch a young student participate in the Wisconsin Skills Olympics Trials. AMC donated 35 automobile hoods to the auto body repair competition held at the Waukesha County Technical Institute, Pewaukee, Wis. Winners from the various categories of the competition will meet in a national contest in Atlanta.

N.H. dealer-governor lists expenditures

CONCORD, N. H. — Former New Hampshire automobile dealer Hugh J. Gallen spent $389,080 of the $412,492 he received in campaign contributions for the 1980 state election in which he won his second term as governor.

The information is contained in a report filed with the Secretary of State. Gallen was previously in automotive retailing in Littleton.

What's The Automotive World Coming To?

☐

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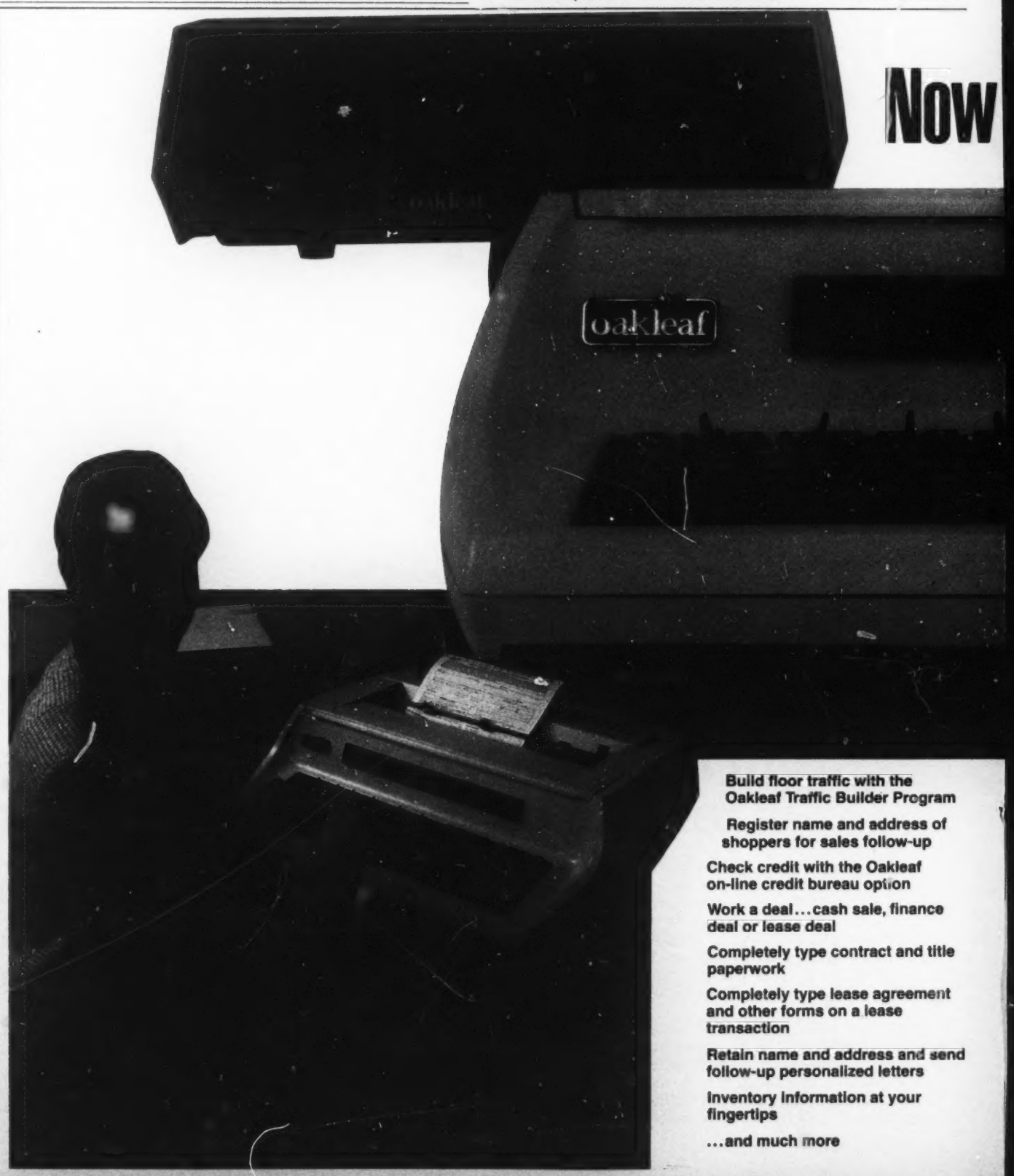

Build floor traffic with the Oakleaf Traffic Builder Program

Register name and address of shoppers for sales follow-up

Check credit with the Oakleaf on-line credit bureau option

Work a deal...cash sale, finance deal or lease deal

Completely type contract and title paperwork

Completely type lease agreement and other forms on a lease transaction

Retain name and address and send follow-up personalized letters

Inventory information at your fingertips

...and much more